



CITY COUNCIL SPECIAL MEETING AGENDA

Tuesday, October 2, 2012
2:00 p.m.

701 Laurel Street, Menlo Park, CA 94025
Administrative Conference Room – 2nd Floor of City Hall

ROLL CALL – Cline, Cohen, Fergusson, Keith, Ohtaki

PUBLIC COMMENT

Under “Public Comment” the public may address the Council on any subject listed on the agenda. Each speaker may address the Council once under Public Comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live.

SPECIAL BUSINESS

1. Interviews of applicants for appointment to the Planning Commission

ADJOURNMENT

Agendas are posted in accordance with Government Code Section 54954.2(a) or Section 54956. Members of the public can view electronic agendas and staff reports by accessing the City website at <http://www.menlopark.org> and can receive e-mail notification of agenda and staff report postings by subscribing to the “Home Delivery” service on the City’s homepage. Agendas and staff reports may also be obtained by contacting the City Clerk at (650) 330-6620. Copies of the entire packet are available at the library for viewing and copying. (Posted: 9/26/12)

At every Special Meeting of the City Council, members of the public have the right to directly address the City Council on any item listed on the agenda at a time designated by the Mayor, either before or during consideration of the item.

Any writing that is distributed to a majority of the City Council by any person in connection with an agenda item is a public record (subject to any exemption under the Public Records Act) and is available for inspection at the Office of the City Clerk, Menlo Park City Hall, 701 Laurel Street, Menlo Park, CA 94025 during regular business hours. Members of the public may send communications to members of the City Council via the City Council’s e-mail address at city.council@menlopark.org. These communications are public records and can be viewed by any one by clicking on the following link: <http://ccin.menlopark.org>

Persons with disabilities, who require auxiliary aids or services in attending or participating in City Council meetings, may call the City Clerk’s Office at (650) 330-6620.

PLANNING COMMISSION INTERVIEW SCHEDULE

Tuesday, October 02, 2012

2:15 PM	Kadvany	John
2:30 PM	Ferrick	Katie
2:45 PM	Thompson	Shawn
3:00 PM	Neal	Raymond
3:15 PM	Onken	John
3:30 PM	Holy	Michael
3:45 PM	BREAK	
4:00 PM	Rocha	Keith
4:15 PM	Clendin	James "Jym"
4:30 PM	Dehn	Fran
4:45 PM	Thoke	Shannon
5:00 PM	Strehl	Katherine



COMMISSION/COMMITTEE APPLICATION

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Received via email
07/18/2012

Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: July 18, 2012

Commission/Committee of Interest: Menlo Park Planning Commission

Name: John Kadvany

Education:

MS Industrial Engineering and Operations Research, UC Berkeley
BA Mathematics and Psychology, UC Irvine

Civic affiliations and community activities, including service on other commissions or committees:

Currently: Menlo Park Planning Commissioner

Formerly: Menlo-Atherton High School Site Council

Founding member, Mid-Peninsula Action for Tomorrow ('MPACT')

Participant Palo Alto Child Care Committee

Describe your understanding of the responsibilities of the commission that you are applying for and how your personal, community or professional experience relate to these responsibilities:

The Planning Commission makes recommending or final decisions related to residential building and remodeling, commercial and retail building or modifications, and use permits. Special reviews such as for the Specific Plan or the Housing Element are additional activities pertaining to the city as a whole.

I care about the quality of life in Menlo Park, business and retail prosperity, and our current planning problems and directions for improvement. There is much to understand about finances, environmental issues, and urban sustainability (e.g. traffic, HSR) which my technical background helps me understand, communicate to the public, and discuss with other commissioners.

I see Planning Commission meetings as a valuable forum for public dialogue and debate on building, business development, sustainability, and quality of life in Menlo Park.

Describe why you want to serve on this commission and what you hope to accomplish as a member:

After four years on the Planning Commission I continue to enjoy the challenges and responsibilities of the post. I've learned much about planning which I'd like to continue applying. I look forward to seeing projects come to the Planning Commission under the new Specific Plan, and I'd like to help those projects take advantage of the many ideas and goals in the Specific Plan. I know our city areas and neighborhoods better now, how city staff and the City Council work, and would like to continue working with them all. I have done a good deal of outreach to individuals in Menlo Park with whose views I may not agree; these efforts have helped move projects forward by addressing their concerns as best I can. Having established some relationships and credibility with these stakeholders I'd like to continue to make that experience useful to city planning efforts.

Terms

Terms for most commissions/committees are for a period of four years. Members are limited to two consecutive full terms*. If a person is appointed to fill an unexpired term and serves less than two years, that time will not be considered a full term. However, if a person is appointed to fill an unexpired term and serves two years or more, that time will be considered a full term.

Specific Information

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Information about the Appointment Process

The application process may take from six weeks to two months. Vacancies are advertised for approximately 30 days with a specific filing deadline. Deadlines may be extended. Please return your application, along with any attachments, to the City Clerk, at the address listed below. Applications are kept on file for one year. The City Council will review all applications, may contact you individually or may decide to hold interviews. All appointments will be made by nomination and vote of the City Council at a Council meeting. Questions about the application process should be directed to Margaret S. Roberts, City Clerk, at (650) 330-6620 or by e-mail at MSRoberts@menlopark.org.

John Kadvany
Applicant's Signature

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(Phone: (650) 330-6620 or e-mail at MSRoberts@menlopark.org)**

OFFICE USE ONLY

Application Received: <u>07/18/2012</u>	Address Verified in City Limits: <input checked="" type="checkbox"/> By: <u>MSR</u> Initials
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
If Appointed Term ends: _____	

PERSONAL INFORMATION

Name: _____

Residence Address: _____

(Note: Residency within the City limits is required)

Telephone No: _____ Number of years as a Menlo Park resident: _____

Occupation: _____

Email address: _____

Business Address/Telephone No: _____

Internet Posting

If I am appointed, the City is authorized to post the following information on the City's website:

	YES	NO
Home Address:	<input type="checkbox"/>	<input type="checkbox"/>
Home Phone:	<input type="checkbox"/>	<input type="checkbox"/>
Mailing Address (if not home address):	<input type="checkbox"/>	<input type="checkbox"/>
Business Address:	<input type="checkbox"/>	<input type="checkbox"/>
Business Phone:	<input type="checkbox"/>	<input type="checkbox"/>
E-mail:	<input type="checkbox"/>	<input type="checkbox"/>

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Initials

Considered by City Council: _____ **Appointed:** Yes No

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Considered by City Council: _____ **Appointed:** Yes No

If Appointed Term ends: _____

PERSONAL INFORMATION

Name: Katie Ferrick

Residence Address: 125 Bay Rd, Menlo Park
(Note: Residency within the City limits is required)

Telephone No: 650 324 2188 Number of years as a Menlo Park resident: 10

Occupation: Community Volunteer

Email address: Kmferrick@gmail.com

Business Address/Telephone No: _____

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COMMISSION/COMMITTEE APPLICATION

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AUG - 9 2012
City Clerk's Office
City of Menlo Park

Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 9 AUG 2012

Commission/Committee of Interest: PLANNING COMMISSION

Name: SHAWN THOMPSON

Education: BS MECHANICAL ENGINEERING, PURDUE UNIVERSITY
MBA, DUKE UNIVERSITY

Civic affiliations and community activities, including service on other commissions or committees:

- AYSO U7 SOCCER REFEREE (WWW.MPSOCCER.ORG)
- CLASS DAD FOR INCOMING FIRST GRADE AT ST. RAYMOND SCHOOL

Describe your understanding of the responsibilities of the commission that you are applying for and how your personal, community or professional experience relate to these responsibilities:

SEE ATTACHED

Describe why you want to serve on this commission and what you hope to accomplish as a member:

SEE ATTACHED

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Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
If Appointed Term ends: _____	

PERSONAL INFORMATION

Name: SHAWN THOMPSON

Residence Address: 1105 HERMOSEA WAY, MENLO PARK, CA
(Note: Residency within the City limits is required)

Telephone No: 650-922-5857 Number of years as a Menlo Park resident: 6 1/2

Occupation: MANAGER, GOOGLE

Email address: scxt@teamthompson.org

Business Address/Telephone No: 1600 AMPHITHEATRE PKWY.
MOUNTAIN VIEW, CA 94025

Internet Posting

650-253-0711

If I am appointed, the City is authorized to post the following information on the City's website:

	YES	NO
Home Address:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Home Phone:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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Business Address:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Business Phone:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E-mail:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Planning Commission application

Shawn Thompson

Describe your understanding of the responsibilities of the commission that you are applying for and how your personal, community or professional experience relate to these responsibilities:

The Planning commission interprets the General Plan and Zoning Ordinance and should strive to find the right balance between maintaining tradition and character while enabling modernization and growth. This requires attention to detail, ability to working within teams, and strong communication skills especially around delivering difficult messages. I've spent my career driving and delivering projects and products and have a great deal of experience in these skill areas. In addition, I've always held an interest in architecture and real estate and have designed and built several construction and remodel projects including on our home in Menlo Park. I have a degree in Mechanical Engineering and grew up on a farm and have always had a strong sense of structures and the trade offs around the use of space.

Describe why you want to serve on this commission and what you hope to accomplish as a member:

I've been a resident of Menlo Park for nearly 7 years and have seen significant changes even in this relatively short time frame such as the new Master Plan. Still, we have a great deal remaining to accomplish. The new Master Plan is just a start and we now need to execute, especially to eliminate the blight and vacancy on El Camino Real. Our relative affluence is leading to what amounts to a not-so-gradual rebuild of our 1950's era housing to more modern structures. Our great schools draw plenty of interest from potential new residents and the developers who would like to build them new places to live. As a member of the Planning Commission, I hope to play an impactful role in helping to make the many decisions that will shape the future character of Menlo Park and ensure its vibrancy for years to come.

Shawn Thompson

(650) 922-5857

<http://www.linkedin.com/in/shawnthompson>

shawn.thompson@alumni.duke.edu

SUMMARY

I have 20 years of experience primarily creating products and building and running customer-facing services and operations teams while carrying multi-million dollar quotas. In my next role I'm looking for a sales and/or professional services leadership role with a startup or fast growing technology company.

I enjoy working on the big, hard to solve problems in new markets. I'm good at turning chaos into organized chaos. I love the startup environment where the focus is on survival and the roles are impactful and close to the metal.

I've been referred to as an exceptional operational manager, a truth speaker, a rock solid communicator, and someone who gets into the details and just gets things done.

EXPERIENCE

GOOGLE, Mountain View, CA, 2007-Present

Partner Solutions

- Hired and managed 30+ person teams supporting partners and initiatives within Commerce, Local, YouTube/Media, Distribution, AdSense for TV, and Google TV verticals. Reorganized poorly performing teams and standardized criteria for signing, launching, and supporting new and existing partners resulting in a more predictable and cohesive sales/launch/support cycle.
- Led initiatives to digitize and ingest video content at scale to enable the launch of YouTube Rentals
- Drove definition of company-wide scalable partner support ecosystem for non-Ads verticals which led to consolidation of teams handling launch and operations across Sales (culminating in the creation of Google Technical Services)

Product Management

- Led initiative to standardize sales technology platforms across Google's ad sales teams. This transitioned many hours spent on mundane operations to face-to-face account management and enabled the business and underlying to keep scaling without hiring.
- Managed the development and launch of Google Ad Planner, an innovative new media planning application (www.google.com/adplanner). Joined the Ad Planner team after launching an internal placement targeting tool which generated \$xxxM per year in revenue
- Delivered a workflow-based replacement for the publisher approval application, resulting in improved customer satisfaction and a savings of \$10M

MARKETLIVE, Petaluma, CA, 2006

Leading provider of e-commerce solutions for catalogers, retailers and direct marketers

Director

- Responsible for multi-million revenue target while leading a 20-person implementation team. Improved delivery gross margins by 19% and revenue by 10%
- Delivered projects and managed relationships with MarketLive's largest customers and brands
- Collaborated with sales to create proposals and approaches to close deals, including both new logo and install base customers
- Developed relationships with technology and implementation partners, including outsourcing relationships. Assisted alliance management persons with integration discussions and details
- Assisted with creation of new product features and functions, including gathering requirements, writing designs, and communicating customer needs to product management and engineering teams

SHOP.COM, Monterey, CA, 2005

Comparison shopping site emphasizing consumer brands and a cost-per-order business model

Sr. Marketing Manager

- Directed all product marketing efforts around gifting and loyalty programs, including product management and outbound marketing. Created product roadmap, business model, requirements, PRD/MRD, outbound collateral and deployment messages
- Led the cultivation of relationships with top tier charities and non-profits such as the Red Cross and the Boys & Girls Club to drive shopper traffic and improve site visibility. Developed and managed financial targets and performance
- Developed customer segmentation and marketing strategies to drive shopper acquisition and retention

PORTAL SOFTWARE (now Oracle Corporation), Cupertino, CA, 1998-2002

International billing and revenue management solutions provider for telecommunications and media companies. The company had 800 employees and 2002 revenues of \$122.1M.

Senior Business Development Manager

- Developed strategic initiatives to sell into existing customers. Crafted a new upgrade methodology, gathered product requirements, and led a nine-member cross-functional team responsible for deriving product specifications from customer and marketing requirements. Created product MRD and outbound collateral. Managed customer relationships throughout the world to guide them through adoption
- Created the Portal Solution Center, including securing budget and acquiring resources. Packaged customized solution offerings and created outbound collateral, resulting in new sources of revenue and quicker implementations
- Managed neglected or struggling accounts, revived relationships and created additional sources of revenue. These revitalized customers often contracted for add-on products and services instead of leaving for another vendor

Solution Architect

- As one of the initial employees, helped lead the company from startup through an initial public offering
- Managed and delivered successful enterprise-level implementations at large telecommunications and mid-tier competitive companies. As designated worldwide product specialist, visited most of company's customers to provide expert account and product management and ensure successful project completion
- Established the company's European presence by moving abroad for one year, building account relationships and developing new personnel. Provided technical leadership for the \$20M production implementation at Europe's largest telecommunications company and Portal's then-largest customer

ANDERSEN CONSULTING, LLP (now Accenture, LLP), San Francisco, CA and Chicago, IL, 1993-1998

Senior Consultant

- Managed a team of ten supporting multiple test environments at a large US telecommunications company as part of a project dubbed "the most complex in the world" at the time
- Participated in all phases of the information systems lifecycle, including requirements, design, implementation, testing, conversion, and production support
- Led new consultant training at Andersen's education center including managing a team of 44 persons

WORK STUDY

HIGHWOODS PROPERTIES, Raleigh, NC, 2004

Business Consulting Project

- Modeled the portfolio of real estate holdings using a novel approach incorporating asset valuation techniques normally used in capital markets
- Offered buy vs. hold recommendations for each property and presented to senior management. The results collaborated with a more complex study from an outside consulting firm and led to an eventual portfolio reallocation.

SAS INSTITUTE, Cary, NC, 2003

Summer Alliance Development Associate

- Assessed the business process outsourcing market by collecting data on market trends and outsourcing service providers and building a model to assess financial implications

- Recommended best of breed service providers and identified key success factors such as product fit and organizational, pricing and contractual requirements
- Developed the corporate outsourcing program definition and presented it to senior management

IBM, Lexington, KY, 1990-1992

Co-op Staff Engineer

- Designed, prototyped, and tested components for a new mid-range dot-matrix printer
- Worked with engineering and external vendors to identify suitable manufacturing materials
- Created and taught onsite classes in computer-aided design and modeling using CATIA, a first for an intern

EDUCATION

DUKE UNIVERSITY, Fuqua School of Business, Durham, NC

Master of Business Administration, May 2004. Concentration in Marketing and Corporate Finance. Real Estate Club Co-Founder and President, Baldrige Outstanding Business Consulting winner, L'Oreal Strategy Competition Finalist

PURDUE UNIVERSITY, West Lafayette, IN

Bachelor of Science in Mechanical Engineering, May 1993. Cooperative Education work study program, Pi Tau Sigma honorary society Vice President of Orientation, intramural soccer referee program coordinator

ADDITIONAL INFORMATION

Angel investor in two Bay Area software startups. Real estate aficionado and remodeler with focus on historic property. Active marathoner/triathlete and adventure sports enthusiast - swam from Alcatraz twice, hiked a week through the Yosemite Valley and three weeks to Machu Picchu, ran three marathons and 8 half marathons in 2010. Skied and scuba dived throughout the Americas and Europe. Avid wine drinker with a collecting problem.

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COMMISSION/COMMITTEE APPLICATION

Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: August 21, 2012

Commission/Committee of Interest: Planning Commission

Name: Raymond Neal

Education: Bachelors of Architecture, California Polytechnic State University, San Luis Obispo

Civic affiliations and community activities, including service on other commissions or committees:

Menlo Charity Horse Show

Committee Member 2008-Current

Volunteer to the Largest Horse Show on the West Coast benefiting Vista Center for the Blind

Dreams Happen Playhouse Auction

Playhouse Architect 2009, 2011

Designed playhouses built for auction benefiting Rebuilding Together Peninsula. Playhouses have raised \$50K.

Former committee member Design & Construction / Advisory Board

The Magical Bridge Playground at Mitchell Park

A subchapter of Friends of the Palo Alto Parks, a 501(c)3 Non-profit organization to benefit people of all abilities. Currently raising private funds to design a build a fully accessible park in Palo Alto.

Describe your understanding of the responsibilities of the commission that you are applying for and how your personal, community or professional experience relate to these responsibilities:

As an Architect working for an international firm, I understand how Planning Commissions helps to shape the communities in which we live. Planning rules, like good fences, make not only good neighbors, but serve to protect the quality of the urban fabric in which we live. As a designer, I practice serving my neighbors and guiding them in the process of creating private and commercial projects across the globe and understand how creative individuals; follow, interpret and bend community guidelines to benefit their client's wants and desires. As an Architect, I understand how these guidelines may not fully compliment the needs of the community, and may need to be interpreted to be either softened or strengthened to meet the particular needs of each neighborhood in our community.

Describe why you want to serve on this commission and what you hope to accomplish as a member:

I believe that living here means more than just the where your house is located. I hope to contribute my skills to help build the fabric of our community, one family at a time, one neighborhood, one community as a whole. I hope as a chosen member, that I will be able to assist my community as an individual. In my professional life, we work on international projects, and only have select opportunities to work locally, as our firm did at Rosewood, or at the Four Seasons in East Palo Alto. Since I am not a Fireman, Policeman or Teacher, I feel that this is one small way that I can use my skills to benefit my community.

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If Appointed Term ends: _____	

PERSONAL INFORMATION

Name: Raymond Neal

Residence Address: 311 Haight St, Menlo Park, CA 94025

(Note: Residency within the City limits is required)

Telephone No: 650 740 3966 Number of years as a Menlo Park resident: 8

Occupation: Architect

Email address: rlneal@comcast.net

Business Address/Telephone No: 311 Haight St., Menlo Park, CA 94025

Internet Posting

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	YES	NO
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SEP - 4 2012

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Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: August 31, 2012

Commission/Committee of Interest: Planning Commission

Name: John Onken RIBA, Intl Assoc AIA

Education: B.Arch (Kansas), M.Phil (Cambridge)

Civic affiliations and community activities, including service on other commissions or committees:

Vice President of the London/UK Chapter of the American Institute of Architects (2002-2004), SPARK mentor at Garfield School (2011-2012), San Mateo chapter of the AIA (member since 2009), Royal Institute of British Architects (Chartered member since 1996)

Describe your understanding of the responsibilities of the commission that you are applying for and how your personal, community or professional experience relate to these responsibilities:

I have attended many planning committee meetings in the past (as architect representing a client) and I know the planning and zoning process well. I have worked closely with Heidi Richardson (planning commissioner in Mill Valley) over the past three years and have followed the PC process closely. Even though I am not currently active in the Menlo Park civic community, I have broad experience in architecture, land use, state law and community considerations. As a previous resident and architect in communities within San Francisco, London, and St. Louis, I have a unique perspective of how other cities find solutions to their problems that I would hope to bring to this appointment.

Describe why you want to serve on this commission and what you hope to accomplish as a member:

I want to serve on the commission because I believe that as Menlo Park grows and adapts, it needs leadership and vision that goes beyond petty neighborhood concerns to create a vibrant city on par with the best of the Bay Area. I believe that I can work with members to correctly interpret and enforce the vision of the Code, while helping to find creative ways to address local issues as they come before the committee. I have a son at Hillview and know many residents, and look forward to serving this community.

Terms

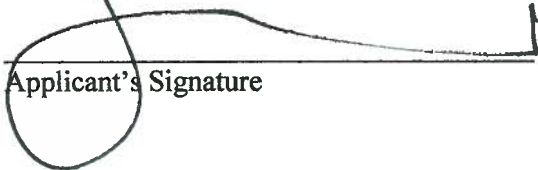
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Specific Information

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Applicant's Signature

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(Phone: (650) 330-6620 or e-mail at MSRoberts@menlopark.org)**

OFFICE USE ONLY

Application Received: _____	Address Verified in City Limits: <input type="checkbox"/> By: _____
	Initials
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
If Appointed Term ends: _____	

PERSONAL INFORMATION

Name: John Onken

Residence Address: 711 Nash Avenue, Menlo Park, CA 94025
(Note: Residency within the City limits is required)

Telephone No: 650 561 4626 Number of years as a Menlo Park resident: 3

Occupation: Architect

Email address: john@johnonkenarchitects.com

Business Address/Telephone No: 711 Nash Avenue, Menlo Park, CA 94025 / 650-862-8444

Internet Posting

If I am appointed, the City is authorized to post the following information on the City's website:

	YES	NO
Home Address:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Home Phone:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mailing Address (if not home address):	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Business Address:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business Phone:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
E-mail:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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COMMISSION/COMMITTEE APPLICATION

Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 8 August 2012

Commission/Committee of Interest: Planning Commission

Name: Michael Holy

Education: JD, Duke University Law, 2000; BA, English, UC Santa Barbara, 1997

Civic affiliations and community activities, including service on other commissions or committees:

In 2002 I served on San Jose's Festival, Parade and Grant Review committee, the infrastructure committee of the San Jose Chamber of Commerce, and also as a volunteer docent at the San Jose Museum of Art. After some life changes I moved to Menlo Park a little more than a year later, and although I have been involved in community events and attended town hall meetings, I have held no official positions. Now, eight years later, I feel like it is time to make a serious commitment to community involvement.

Describe your understanding of the responsibilities of the commission that you are applying for and how your personal, community or professional experience relate to these responsibilities:

The Planning Commission decides everyday land-use issues in Menlo Park, such as the approval of a residential permit or a variance, and advises the City Council on larger matters, for example, rezoning or changes to the General Plan. I am well prepared to serve on this committee first of all because of my professional background. As a lawyer, I have experience with land-use issues specifically and with the legislative and regulatory process in general. Furthermore, as a judge advocate in the California Army National Guard, I have extensive experience interpreting complex and diverse regulations in order to make recommendations to my commanders – a strong parallel with some of the commission's work.

On a more personal level, my wife and I spend one or two hours every day walking our dogs in this community. Over time, I have been through every one of Menlo Park's neighborhoods on foot and I do not believe there are too many people who have logged more miles than me over the past eight years. I know and love Menlo Park. I know its character, and I am committed to its future.

Describe why you want to serve on this commission and what you hope to accomplish as a member:

I am only 37 years old, so I dream of spending the next 40 to 50 years in Menlo Park. As a result, I am deeply interested in its future.

I have heard some people describe Menlo Park as a small town, while others call it a suburb. Neither characterization is quite right and each underestimates this city's potential. Menlo Park is eminently walkable, bikeable and dotted with charming parks and recreational areas, it has impressive retail space and a number of outstanding restaurants, it is filled with and surrounded by jobs, and it apparently has more trees per-capita than anyplace else. It combines the advantages of both urban and small-town living in a way that few other municipalities have matched, and yet it can do even more. I would like to see Menlo Park fulfill its low-income housing obligations and increase the economic diversity of its citizenry; I would like to see it continue as a haven for local shopping, working and living; I would like it to continue to be a place where a car is not a necessity; and I would like to see sensible development along El Camino as a starting point for these goals. Ultimately, I want see Menlo Park continue to move squarely away from the sprawling big-box suburbs of Houston or Los Angeles.

Terms

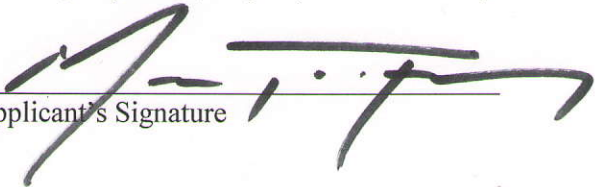
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Applicant's Signature 

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Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
If Appointed Term ends: _____	

PERSONAL INFORMATION

Name: Michael Thomas Holy

Residence Address: 325 Princeton Road, Menlo Park

(Note: Residency within the City limits is required)

Telephone No: 650-289-9006 Number of years as a Menlo Park resident: 8 years

Occupation: Army Officer / Judge Advocate

Email address: MichaelTHoly@gmail.com

Business Address/Telephone No: 650-646-1228

Internet Posting

If I am appointed, the City is authorized to post the following information on the City's website:

	YES	NO
Home Address:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Home Phone:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mailing Address (if not home address):	<input type="checkbox"/>	<input type="checkbox"/>
Business Address:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business Phone:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E-mail:	<input checked="" type="checkbox"/>	<input type="checkbox"/>



COMMISSION/COMMITTEE APPLICATION

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AUG 27 2012

City Clerk's Office
City of Menlo Park

Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 08-21-2012

Commission/Committee of Interest: Planning Commission

Name: Keith J. Rocha

Education:

MA: Educational Administration and Supervision; BA: Liberal Studies; Multiple Subject Credential
Single Subject Credential: Social Studies and Science; National Board Certification (In Process)

Civic affiliations and community activities, including service on other commissions or committees:
California Teachers Association; Palo Alto Education Association; San Jose State Alumni
Association; Fresno State Alumni Association; National Council for the Social Studies; Menlo Park
Presbyterian; CancerCare Point; Solid Start; Bond Construction Advisory Board

Describe your understanding of the responsibilities of the commission/committee that you are applying for and how your personal, community or professional experience relate to these responsibilities:
My understanding of the responsibilities of the planning commission is to make decisions on permits, locations of new developments or existing developments, and plan for future use of the limited land resources within the city of Menlo Park. As a community member, living in the Willows neighborhood, I see that the development around the area is beginning to expand with additional vehicle traffic and small businesses and would be able to give first hand knowledge of some of the benefits of these emerging businesses. As a classroom teacher, I plan for events, objectives, and logistics and understand the implications the surrounding environment plays on a child and their learning and make changes as needed. I would use this information and more to aid in our decision making process.

Describe why you want to serve on this commission/committee and what you hope to accomplish as a member:

I would like to serve on the planning commission for two reasons. The first, to begin the process of becoming a more integrated community member within Menlo Park and second, to be a part of a team that has the greatest impact on Menlo Park's future. As a member of the planning commission, I would like to support small businesses, encourage discussions for updated facilities, and provide support in planning for our Veterans and the elderly members of the community. I feel that I could make a positive contribution to Menlo Park as we plan for a better future for our community.

Terms


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Applicant's Signature

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Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
If Appointed Term ends: _____	

PERSONAL INFORMATION

Name: Keith J. Rocha

Residence Address: 312 Durham Street, Menlo Park, Ca 94025

(Note: Residency within the City limits is required)

Telephone No: 559-347-7268

Number of years as a Menlo Park resident: 1 Year

Occupation: 7th Grade Social Studies Teacher

Email address: keith.rocha@gmail.com

Business Address/Telephone No: 750 N. California Ave., Palo Alto Ca 94306/650-494-8120

Internet Posting

If I am appointed, the City is authorized to post the following information on the City's website:

	YES	NO
Home Address:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Home Phone:	<input type="checkbox"/>	<input type="checkbox"/>
Mailing Address (if not home address):	<input type="checkbox"/>	<input type="checkbox"/>
Business Address:	<input type="checkbox"/>	<input type="checkbox"/>
Business Phone:	<input type="checkbox"/>	<input type="checkbox"/>
E-mail:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

KEITH J. ROCHA

312 Durham Street
Menlo Park, CA 94025
Email: krocha@pausd.org

Mobile: (559) 347-7268
Phone: (650) 494-8120

PROFESSIONAL EXPERIENCE

- Interim Assistant Principal/Lead Teacher/6 & 7th Grade S.S.**, Jordan Middle School, Palo Alto, CA 08.07-Present
- Taught a concentrated group of resource students with special needs and provided a least restrictive environment. Taught high achieving students in multiple settings while also incorporating technology. Facilitated both interdisciplinary and departmentalized groups along with a cohesive 6th grade team. Problem solved, facilitated, and provided feedback to fellow teachers and administrators and further managed the 6th grade budget. On School Site Council, developed grant proposal procedures in order to provide equity to those who applied for funding. Led the SSC and facilitated discussions on school goals for the upcoming school year and managed the budget.
- District Homework Advisory Committee
 - IAASC District Committee Member
 - RTI Committee Member
 - No Bully Teacher Trainer
 - 6th Grade Team Leader
 - Mentor Teacher
 - Co-chair for school site council
 - Developed and facilitated Jordan's sixth grade field day
 - Member of the Bond Construction Advisory Committee
 - TASC mentor
- Principal**, High School Summer School, Palo Alto, CA 04.11-07.11
- Led teachers, students and parents during the summer high school program at Gunn High School. Managed 680 students, 30 teachers, and approximately 10 paraprofessionals. Problem solved significant issues throughout the summer program while working with parents, students, and staff. Facilitated conversations with parents, staff, and students in regard to curriculum, discipline, and technology needs.
- Program Developer**, Samaritan Medical Center, San Jose, CA 06.10-07.10
- Worked to research names and organizations that would give to the new Cancer Foundation being developed. Met with key Chief Executives and board members to gather background information for the Samaritan Cancer Foundation's mission to provide "soft services" to newly diagnosed cancer patients.
- Assistant Principal**, Jordan Summer Middle School, Palo Alto, CA 06.09-07.09
- Led teachers, students, and parents during summer school at Jordan. Visited classrooms for observations and developed relationships with students and teachers during this time as well. Provided technological support along with student discipline and provided ongoing leadership.
- IISME Intern Government Affairs**, National Semiconductor, Santa Clara, CA 06.08-08.08
- Partnered with the CEO of National Semiconductor and the director of government affairs, by coordinating special events for National's employees and researched solar energy as part of National's campaign for going green. Researched laws and regulations of the United States along with those in both Spain and Italy and disseminated this information to the director of government affairs and National's CEO. Presented research information to Jeanette Napolitano, the former governor of Arizona to encourage statewide support of solar energy legislation.
- Participated as a liaison between education and tech
 - Communicated regularly with highly influential people in the community
 - Partnered with the Common Wealth Club to create special events

KEITH J. ROCHA

312 Durham Street
Menlo Park, CA 94025
Email: krocha@pausd.org

Mobile: (559) 347-7268
Phone: (650) 494-8120

Teacher, 6th Grade, Los Tules Middle School, Tulare, CA

08.05-06.07

- Taught a highly diverse group of students of low socioeconomic status. Many were migrant students typically struggling with the English Language. Taught resource students in writing, math, science, physical education, and leadership with little parent support. Taught Special Education students in a regular education setting through providing a least restrictive environment.

- Taught ELL specific math course and leadership elective
- Created Social Studies Essential Learning's for 6th grade district wide
- Established standards based, 6th grade, language arts benchmarks district wide
- Member of the Los Tules School Site Council and Leadership Team
- 7th grade girls' soccer coach-1st place finish

MLK Scholar, U.S. Department of Education, Washington, D.C.

06.05-08.05

- Selected 1 of 10 in the nation to participate in the scholars program. Developed organizational tables, which incorporated grants funded by the Math and Science Partnership and the Jacob Javits Gifted federal grant program.

COMMUNITY INVOLVEMENT

- Extensive volunteer history includes: the American Cancer Societies' *Relay for Life* and *Making Strides*, student tutoring, mentoring at-risk youth, Habitat for Humanity, and playing holiday music for the elderly.

EDUCATION & HONORS

San Jose State University, M.A., Administration and Supervision, Credential Eligibility, Tier 1

May 2009

- Created a case model in which the Gifted and Talented Education program at Jordan Middle School was looked at more thoroughly. The Renzulli Learning System was used during this time to help gifted students learn through multiple avenues. The project was entitled: *Gifted and Talented Education: A Web-based Approach*.

- Facilitated small group discussions
- Led class meetings and activities
- Managed ongoing professional leadership and development

California State University, Fresno, B.A., Multiple Subjects Credential Program, K-8, EL/Science

May 2005

- Facilitated discussions between students and administration as the Associated Student Senator to the Kremen School of Education and Human Development. Participated as an active member of the Liberal Studies Committee providing student insight toward the development of the best Liberal Studies program.

- Outstanding Service and Support Award
- Cum Laude
- Phi Kappa Phi Honor Society
- National Dean's List

Tulare Union High School

June 2001

- Managed and facilitated discussions as a participant on the Associated Student Body and was the active treasurer on the Student Council. Led as first chair in the marching/concert band and participated with a number of clubs and organizations.

- CMEA Music Scholarship Award
- Senior Class Treasurer
- Coach's award for swimming
- Valedictorian

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COMMISSION/COMMITTEE APPLICATION

OFFICE USE ONLY
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Received via email
08/21/2012
MSR

Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 21 August 2012

Commission/Committee of Interest: Planning Commission

Name: James E. "Jym" Clendenin

Education: Ph.D (physics, Columbia University), BEE (University of Virginia)

Civic affiliations and community activities, including service on other commissions or committees:

In the 1980s I was a member of the Menlo Park Tenant-Landlord Mediation Panel (or some similar name) and was on the board of and for awhile president of the Midpeninsula Citizens for Fair Housing (MCFH). Since 2010 I have been a member of the board of the Menlo Park Historical Association, and for the last several years I have been a regular contributor to the online very-local news blog InMenlo.com. I was an active participant in the recently concluded El Camino Real/Downtown Visioning and Planning Process.

Describe your understanding of the responsibilities of the commission that you are applying for and how your personal, community or professional experience relate to these responsibilities:

I understand that the Planning Commission is tasked with reviewing development proposals and makes recommendations to the City Council for a certain subset of such proposals. I am skilled at interpreting design drawings, have a well-developed ability to read and comprehend long, intricate documents.

Describe why you want to serve on this commission and what you hope to accomplish as a member:

I have enjoyed living in Menlo Park since 1975 and have developed a deep appreciation for the City, its residents, and its public servants. I appreciate the village character of our downtown and El Camino corridor, but would like to see it become a little more lively. I am concerned about the decline of our industrial sector since the 2008 recession, and the unexpected demise of our redevelopment agency. I aspire to contributing to improvements in these areas.

Terms

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James E. Clendenin

Applicant’s Signature

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OFFICE USE ONLY

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Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
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Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
If Appointed Term ends: _____	

PERSONAL INFORMATION

Name: James E. "Jym" Clendenin

Residence Address: 1075 Windsor Drive, Menlo Park, CA 94025

(Note: Residency within the City limits is required)

Telephone No: (650) 321-5789

Number of years as a Menlo Park resident: 37

Occupation: Physicist (SLAC), retired

Email address: j@jclen.net

Business Address/Telephone No: N/A

Internet Posting

If I am appointed, the City is authorized to post the following information on the City's website:

	YES	NO
Home Address:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Home Phone:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Business Phone:	<input type="checkbox"/>	<input type="checkbox"/>
E-mail:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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EXPRESSION OF INTEREST IN SERVING ON THE
CITY OF MENLO PARK'S Planning
COMMISSION OR COMMITTEE

RECEIVED

AUG - 9 2012

City Clerk's Office
City of Menlo Park

The following information will be helpful to the City in determining your interest in and qualifications for appointment to a City Commission or Committee.

Please note that the information provided in this application is public information. If you are appointed, your name, address (including email), and phone numbers listed herein will be posted in public places/lists. Authorization to post on the website is requested at the end of this form.

Please type or print clearly

Name: Fran Dehn

Address: 1661 Stone Pine Lane, Menlo Park, CA 94025
(Note: Residency within the City limits is required)

Mailing Address: (If different than above) _____

Telephone No: 650.868.0866 (cell) Number of years as a Menlo Park resident: 41

Occupation: Non-profit CEO (Chamber of Commerce) Email address fran.mcgroary@att.net

Business Address/Telephone No: 1100 Merrill Street, Menlo Park; 650.325.2818

Education: Degrees: BA, MBA

Civic affiliations and community activities, including service on other City Boards, Commissions or Committees:

Chamber of Commerce; Budget Advisory Committee (BAC); Grand Boulevard Task Force; Design

Charrette; M-2 Working Group; West Bay Sanitary District Director; non-profit organizations & advisory boards

Please describe your understanding of the responsibilities of the Board, Commission or Committee that you are applying for and how your personal, community and/or professional experience relate to these responsibilities:

see supplemental sheet

Please describe briefly why you want to serve on this Board, Commission or Committee and what you hope to accomplish as a member:

see supplemental sheet

Information about the Procedure

The application process may take from six weeks to two months. Vacancies are advertised for approximately 30 days with a specific filing deadline. Deadlines may be extended. The City Council will review all applications and will make an appointment at a regular City Council meeting. Full terms are for a period of four (4) years. Members are limited to two consecutive full terms*.

Full/Unexpired Term

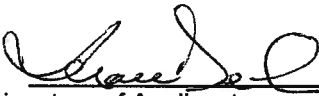
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Time Commitments

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9 August 2012

Date:



Signature of Applicant

**Please return to the City Clerk, City of Menlo Park,
701 Laurel Street, Menlo Park, CA 94025
Phone: 650-330-6620**

(Applications will be kept on file for 12 months)

IF I AM APPOINTED, THE CITY IS AUTHORIZED TO POST THE FOLLOWING INFORMATION ON THE CITY'S WEBSITE:

Home Address: Yes ___ No ; Home Phone: Yes ___ No ;

Business Address: Yes No ___; Business Phone: Yes No ___;

E-mail Address: Yes ___ No

Mailing Address rather than Home address: Yes ___ No

Revised 05/15/03



Signature of Applicant

* Exceptions may apply for certain Commissions/Committees.

Planning Commission Application Supplement

Fran Dehn

9 August 2012

1. Describe understanding of the responsibilities of the Planning Commission and how experience relates to these responsibilities

The Planning Commission serves as a compliance review body for development proposals requiring a use permit, architectural control, variance, minor subdivision and environmental review. The commission also serves as a recommending body to Council for major subdivisions, re-zonings, conditional development permits, planned development permits, as well as Zoning Ordinance and General Plan amendments.

Over the past nine years I have attended the majority of all Planning Commission Meetings which involve business related building or expansion requests, taking an active role in support of several significant projects. Through this experience, there is an understanding of the General Plan, Zoning Ordinances, associated permitting processes, and additionally the Specific Plan. As a Menlo Park homeowner, I have experienced the remodel process and understand the complexities of each.

2. Describe why you want to serve on the Commission and what you hope to accomplish:

As a long-term resident, homeowner and business representative I have a vested interest in the architectural "look and feel" of Menlo Park, my community. The Design Charrettes of April 2005 & March 2011 explored design options to future community direction in both the Downtown and M-2 corridors. The recently approved Specific Plan establishes a framework for design and land use along the El Camino/Santa Cruz Avenue corridor. The initial *Commercial Streamlining Ordinance* (CZO) project, replaced by the current *Willow Business Area and the M-2 Zoning District Area Work Program*, will do the same for areas east of 101. My participation, knowledge of these initiatives and the desire to see Menlo Park evolve with a planned and compliant approach is the reason for my application. As the archivist for one of the community's National Historic Registry landmarks and the lessee of another, I have an appreciation of Menlo Park's historic past. The challenge is to create a balance between our history and an inspired future direction.

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COMMISSION APPLICATION

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MAR 15 2012

City Clerk's Office
City of Menlo Park

Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 3/14/2012

Commission/Committee of Interest: Menlo Park Planning Commission

Name: Shannon Thoke

Education:

MBA, 2007, Santa Clara University in Managing Technology & Innovation and Leading People & Organizations

BS, 1998, Boston College in Finance and Accounting

Certifications in Project Management (PMP) & Agile Development

Civic affiliations and community activities, including service on other commissions or committees:

2012 Menlo Park City Manager Interview Panel - Citizen Representative (My top ranked choice was current City Manager Alex McIntyre)

High School Gymnastics Coach: Los Altos High School (2011 & 2012), American High School in Fremont (2010 & 2011), and Irvington High School in Fremont (2010 & 2011)

Silicon Valley Soccer Association

Describe your understanding of the responsibilities of the commission that you are applying for and how your personal, community or professional experience relate to these responsibilities:

The Planning Commission is appointed by the Menlo Park City Council to assist on matters relating to use permits and architectural control, rezoning issues and conditional development permits, variances, environmental impact reports and subdivisions, special area planning, and the general plan. In addition, they serve as a check-and-balance after the Planning Division has made a determination in matters with property owners.

Over the past year, I have worked directly with Staff, Planning Commission, and the City Council on a use permit, legalization of a secondary dwelling unit, legalization of a bathroom addition to my former accessory structure, and a building permit for a heater in my secondary dwelling unit. During this process I read and analyzed the Menlo Park zoning ordinance (in regard to single family dwelling, secondary dwelling units, and setbacks), reviewed the general plan for any discussion of O'Connor Street, researched specific instances where other property owners dealt with the Planning Division that related to my particular situation, and read through laws such as Title 24. I feel I am well versed in the type of issues that the Planning Commission might see due to my experience in dealing with the Planning, Building, Fire District and Engineering (FEMA) Divisions.

I was also involved in the Willows Traffic Study and spoke against the Traffic Plan at the final Transportation Commission meeting in 2011.

Describe why you want to serve on this commission and what you hope to accomplish as a member:

In May 2011, I planned an addition to my main house that I wanted to begin in November of that year. During this process, many new facts were discovered by Planning Staff that caused substantial delays in my original plans. In addition to a zoning issue regarding my rental, it was also determined that my addition would require a use permit. I tried to convert my legal accessory structure to a secondary dwelling unit, but was unable to complete the conversion due to setbacks that existed on my property since 1921. Therefore, I appealed the decision of Planning Staff to the Planning Commission and eventually City Council. During the Planning Commission hearing, I failed to win my appeal, but the Planning Staff were instructed to separate the zoning issue from my use permit. Based on this new information, I was able to successfully obtain a use permit for my addition. At the City Council meeting, my appeal was granted and received a grandfathered secondary dwelling unit.

I found this process extremely frustrating and time consuming. I would like to assist other residents to streamline this process as well as positively affect change in the planning process.

Please see the attached timeline relating to my experience working with the Planning Staff, Building Staff, Engineering Staff, Planning Commission, and City Council.

Terms

Terms for most commissions/committees are for a period of four years. Members are limited to two consecutive full terms*. If a person is appointed to fill an unexpired term and serves less than two years, that time will not be considered a full term. However, if a person is appointed to fill an unexpired term and serves two years or more, that time will be considered a full term.

Specific Information

Serving on a commission or committee may require one or two night meetings per month, with each meeting averaging three to four hours. You may also be asked to serve on additional subcommittees. Members are expected to attend all meetings. Attendance at less than two-thirds of scheduled meetings may result in removal by the Council. Commissioners are not paid for their volunteer service. General information related to the charge of the commissions and committees and their schedules are shown on the attachment. More specific information may be obtained by viewing the City's website at http://www.menlopark.org/city_commissions.html and by contacting the staff liaison.

Information about the Appointment Process

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Applicant's Signature

Return to the City Clerk, City of Menlo Park,
701 Laurel Street, Menlo Park, CA 94025
(Phone: (650) 330-6620 or e-mail at MSRoberts@menlopark.org)

OFFICE USE ONLY

Application Received: <u>03/15/2012</u>	Address Verified in City Limits: <input checked="" type="checkbox"/> By: <u>MSR</u> Initials
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
If Appointed Term ends: _____	

PERSONAL INFORMATION

Name: Shannon Thoke

Residence Address: 116 O'Connor Street, Menlo Park CA 94025

(Note: Residency within the City limits is required)

Telephone No: (617) 304-7312 Number of years as a Menlo Park resident: 7.5

Occupation: Sr. Consultant, Technical Sales at CA Technologies, Inc.

Email address: sthoke@hotmail.com

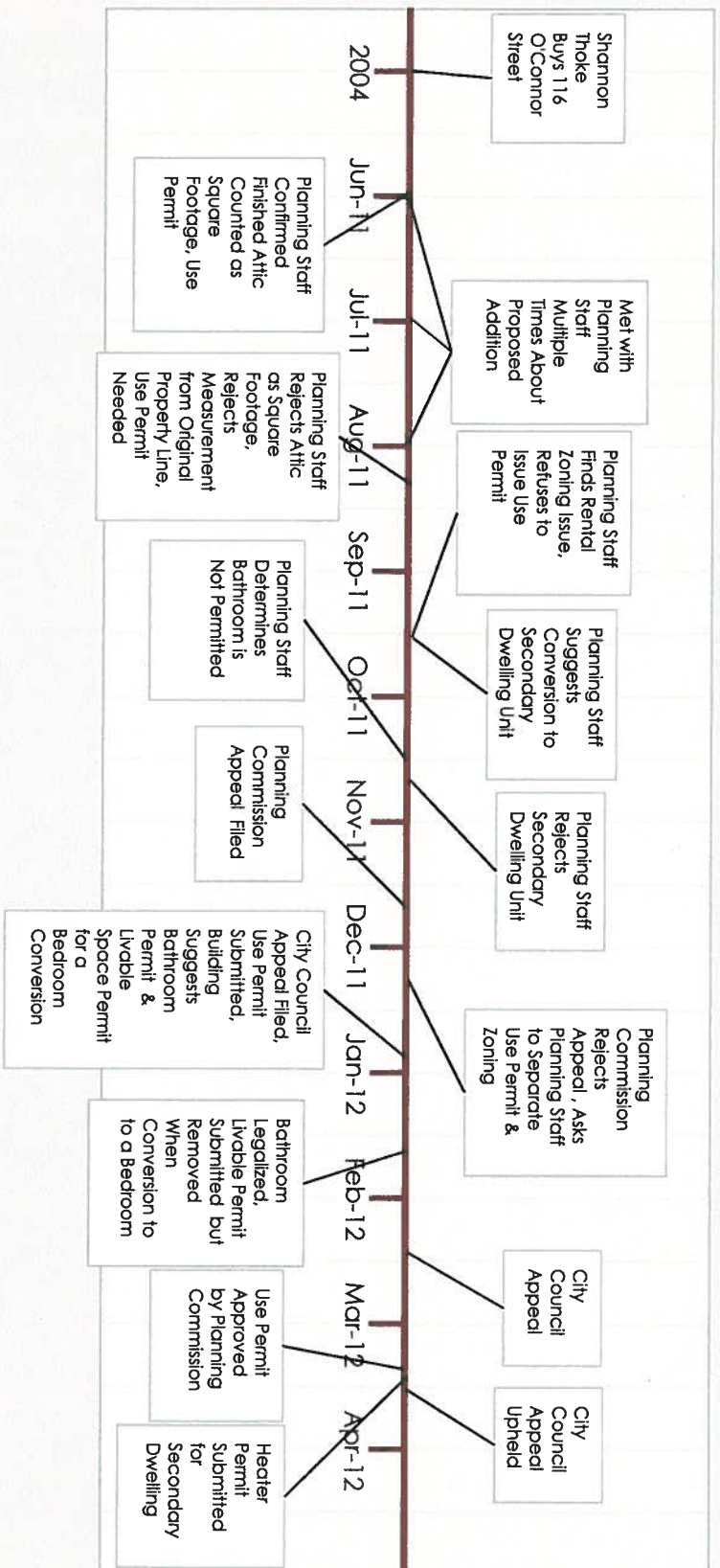
Business Address/Telephone No: (617) 304-7312

Internet Posting

If I am appointed, the City is authorized to post the following information on the City's website:

	YES	NO
Home Address:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Home Phone:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mailing Address (if not home address):	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business Address:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business Phone:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
E-mail:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

116 O'Connor Street Timeline



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COMMISSION/COMMITTEE APPLICATION

OFFICE USE ONLY
RECEIVED

Received via email
08/29/2012

Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: Aug 27, 2012

Commission/Committee of Interest: Planning Commission

Name: Katherine A. Strehl

Education: BA – Sociology and Economics, UC Berkeley; MA- Communication Research, Stanford

Civic affiliations and community activities, including service on other commissions or committees:

I currently serve on Menlo Park Transportation Commission and have served on the Housing Commission. I have had numerous affiliations, locally, regionally and statewide, dating back to my position with the Bay Area Council in 1979. I have participated in local (San Jose, Palo Alto, Sunnyvale, Mt View) and statewide chambers of commerce and have served on various community organizations (United Way of the Bay Area). In my capacity as a communications consultant for High Speed Rail in the Bay Area, I have continued to work closely with the Bay Area Council, SAMCEDA, and the Silicon Valley Leadership Group. Currently, I have a member of the Advisory Council of the Commonwealth Club of Silicon Valley

Describe your understanding of the responsibilities of the commission that you are applying for and how your personal, community or professional experience relate to these responsibilities:

The Planning Commission is established by State Law and makes decisions in the area of land use, including Use Permits, Architectural Control and Variances. The Commission initiates special area planning and rezoning studies (i.e., the Downtown Specific Plan) and reviews/recommends action on EIR reports and subdivisions (i.e., the Bohannon Development). The Commission also makes recommendations to the City Council on areas related Considers and grants or denies Use Permits and Architectural Control. The Commission also initiates rezoning studies (e.g., Housing element) and recommends action on rezoning proposals and conditional development agreements.

During my professional career, I have worked in transportation, housing and land use issues. Over the past 25 years, in my positions at Lockheed Martin (16 years) and BART (nine years), I worked on large and small capital projects that required CEQA clearances. I have a broad understanding of the Act and its many complexities.

Describe why you want to serve on this commission and what you hope to accomplish as a member:

I have enjoyed being on both the Transportation and Housing Commissions. After living in Menlo Park for 22 years, I am anxious to be more actively engaged in the City’s planning process, particularly with implementation of the Downtown Specific Plan, shapes the development of the city for many years to come. It is an exciting opportunity to revitalize the downtown, attracting new businesses that will accrue economic benefits to the city and drawing residents and neighbors to be part of a robust and inviting downtown experience. I am also very concerned about developing a plan that meets the City’s requirements in the housing element of the General Plan.

Terms

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Katherine A. Strehl
Applicant’s Signature

**Return to the City Clerk, City of Menlo Park,
701 Laurel Street, Menlo Park, CA 94025
(Phone: (650) 330-6620 or e-mail at MSRoberts@menlopark.org)**

OFFICE USE ONLY	
Application Received: <u>08/29/2012</u>	Address Verified in City Limits: <input checked="" type="checkbox"/> By: <u>MSR</u> Initials
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
If Appointed Term ends: _____	

PERSONAL INFORMATION

Name: Katherine A. Strehl

Residence Address: 625 Laurel Avenue; Menlo Park, CA 94025

(Note: Residency within the City limits is required)

Telephone No: 650/326-7246 Number of years as a Menlo Park resident: 22 years

Occupation: Principal, KS Public Affairs Consulting, LLC

Email address: katherine_strehl@yahoo.com

Business Address/Telephone No: 650/644-6170

Internet Posting

If I am appointed, the City is authorized to post the following information on the City's website:

	YES	NO
Home Address:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Home Phone:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mailing Address (if not home address):	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business Address:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business Phone:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
E-mail:	<input type="checkbox"/>	<input type="checkbox"/>

KATHERINE A. STREHL

625 Laurel Avenue; Menlo Park, CA 94025

650/326-7246 - office/fax; 650/644-6170 - cell; katherine_strehl@yahoo.com

SUMMARY

Demonstrated track record in directing successful legislative, advocacy, and public awareness campaigns, initiating public-private sector collaboration, and mobilizing business and community involvement in policy issues. Extensive experience and public-private contacts in the political and public policy arena. Skilled in crisis communications as well as general employee, community and media relations. Strong interpersonal skills.

EXPERIENCE

Ogilvy Public Relations West; January 2011-July 2011 KS Public Affairs Consulting, LLC July 2011-Present

Retained to provide communications and outreach consulting services to the California High Speed Rail Authority, both statewide and in the Bay Area.

San Francisco Bay Area Rapid Transit District (BART), Oakland California

Member of executive staff of one of the nation's major transit agencies with over 3,000 employees represented by five labor unions and an annual operating and capital budget of \$1 billion. Governed by nine directly elected Board of Director members.

Executive Manager of External Affairs, August 2000 – November 2009

Responsible for managing \$10 million External Affairs budget, directing a staff of 50, overseeing political and community relations (local to federal), customer services, public affairs and media/press relations, and marketing and research. Recent successes include securing funding for the opening of the \$1.5 billion SFO extension, obtaining recognition of BART as the #1 transit agency in America by the American Public Transportation Association, passage of \$1 billion bond measure for the earthquake safety retrofit program (2/3 majority vote), overseeing \$4.5 million annual advertising program, securing legislation to exempt BART's seismic program from CEQA, managing complex and comprehensive communication programs (communication affecting successful contract negotiations).

Lockheed Martin Space Systems, Sunnyvale, CA: June 1983– August 2000

Director of Business Development and Public Affairs

During my tenure with Lockheed Martin, I directed Northern California public and legislative affairs program for a \$4 billion aerospace and high technology company. Revitalized, chaired the California Aerospace Technology Association (CATA), representing the state's aerospace industry, passed legislation benefiting the industry by \$30 million annually. Initiated advocacy program to secure Governor Davis' support for the F-22, a \$22 billion program for Lockheed. Developed company strategy and led private sector effort to forestall closure of Moffett Air Field, preserving \$2 billion of Lockheed Martin business; mobilized Northern California grassroots effort lobbying for passage of the International Space Station, representing \$1.2 billion in company contracts, \$4 billion in annual business and 12,000 jobs to California; directed \$2 million corporate community relations/philanthropy program.

Blackhawk Corporation, Danville, California; June 1983 - May 1984

Vice President of Corporate Relations

Key member of management team with a major land and residential development firm. Obtained City and County approval for major commercial and residential projects; advised and represented the executives on issues with the media, elected officials, government agencies, homeowner associations and community groups.

Bay Area Council; San Francisco, California; September 1979- June 1983

Vice President

Leader in nine-county Bay Area, business-sponsored. Represented the Council on economic development issues; developed strategy, managed task forces, and coordinated legislative and advocacy efforts; launched the Bay Area Poll, the first of its kind in the region.

KATHERINE A. STREHL

EDUCATION

STANFORD UNIVERSITY, M.A. Communications Research, January 1979
Course work and qualifying exams completed for Doctorate in Communication Research

UNIVERSITY OF CALIFORNIA, BERKELEY, B.A. Economics and Sociology, June 1977
Graduated with Distinction, Elected to Phi Beta Kappa

LOCKHEED MARTIN CORPORATION, Senior Assessment & Development Institute, 1999

SANTA CLARA UNIVERSITY, Lockheed Martin Advanced Institute, 1994

SANTA CLARA UNIVERSITY, Lockheed Management Institute, 1991

BROOKINGS INSTITUTION, Conference for Business Executives, 1987

PUBLIC AFFAIRS COUNCIL, Public Affairs Institute, 1986-1988

CORO FOUNDATION, Public Affairs Leadership Program, 1979

AWARDS

PRESIDENT'S AWARD, Silicon Valley Manufacturing Group
Recognition for exemplary leadership and outstanding service to the organization

OUTSTANDING BUSINESS PERSON OF THE YEAR, City of Sunnyvale
Exemplary business leadership and outstanding contributions to the Sunnyvale community

WOMEN OF ACHIEVEMENT AWARD, The Women's Fund and the San Jose Mercury News
Outstanding personal and professional achievement, Corporate Category

PROFESSIONAL AFFILIATIONS

Executive Committee, California Transit Association
Advisory Council, Commonwealth Club of Silicon Valley
Legislative Committee, American Public Transportation Association
Board of Directors, California Council for Environmental & Economic Balance
Transportation Committee, Bay Area Council
Women's Transportation Seminar
Local chambers of commerce, Contra Costa Council, EDAB
Housing Commission, City of Menlo Park
Transportation Commission, City of Menlo Park

(Selected Previous Board Affiliations)

Californians for Better Transportation
California Business for Education Excellence
California Council for Environmental and Economic Balance
California Taxpayers Association
California Space and Technology Alliance
San Jose Chamber of Commerce Board of Directors
San Jose Symphony Orchestra
Santa Clara Valley Manufacturing Group (ex-officio, 1993-94)
Sunnyvale Chamber of Commerce
Mountain View Chamber of Commerce

Katherine Strehl

625 Laurel Avenue, Menlo Park, CA 94025

Office: 650/326-7246; Cell: 650/644-6170; katherine_strehl@yahoo.com



Katherine Strehl most recently served as Senior Vice president of Ogilvy Public Relations and as an independent communications and outreach consultant for the California High Speed Rail Authority in the Bay Area. In 2000 she joined the executive management team of the Bay Area Rapid Transit District as Executive Manager, Office of External Affairs, overseeing a \$10 million budget and directing BART's customer services, marketing and research, media and public affairs, and government and community relations programs. She has extensive background in the areas of public affairs, government/community relations, and crisis communications.

Prior to joining to BART, she worked for Lockheed Martin Missiles & Space in Sunnyvale for sixteen years and held the positions of Director of Business and Government Relations and Director of Public Affairs. She served as Vice President of Blackhawk Corporation and as Vice President for the Bay Area Council.

A graduate of the University of California, Berkeley, she holds a Bachelor's degree in Economics and Sociology (graduating Phi Beta Kappa) and a Master's degree in Communication Research from Stanford University. She completed coursework toward a Ph.D. and is a graduate of the Coro Women's Program.

During her tenure at UC Berkeley, she worked in a variety of research and administrative analyst positions.

Ms. Strehl has served on the board of directors of numerous business, civic and community organizations, locally and statewide and has been recognized for her leadership and service to the community. Ms. Strehl lives in Menlo Park and has served on the Housing and Transportation Commissions.

Additional applications on the following pages:

1. Honor Huntington – Out of town 9/30 – 10/4
2. Don Brawner – Did not respond to request for availability

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COMMISSION/COMMITTEE APPLICATION

Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: August 24, 2012

Commission/Committee of Interest: Planning Commission

Name: Honor Huntington

Education: AB, Cornell University, MA University of Texas

Civic affiliations and community activities, including service on other commissions or committees:

Member, Finance and Audit Committee
Member, Budget Advisory Committee
Former Board Member, Until There's A Cure Foundation
various PTA and school volunteer activities when my children were in school

Describe your understanding of the responsibilities of the commission that you are applying for and how your personal, community or professional experience relate to these responsibilities:

Review various nonconforming construction and development projects for appropriateness for Menlo Park, given the numerous conflicting needs and desires that can alter any project, and identify additional topics that should receive further study by City staff or consultants.

I believe I can assist this process. I believe I can maintain a balance between traditional "residential" views and other "pro-development" views to maximize overall benefits for the entire city. As a survivor of two remodel projects on my own home, I have some direct experience with reviewing plans and working through revisions and the complexities involved. As a retired CFO, I am aware of the financial aspects for development projects—both small scale and large scale efforts. More specifically, as a member of the City's Finance and Audit Committee, I am aware of the need to consider the financial impact to the City as development projects are considered.

Describe why you want to serve on this commission and what you hope to accomplish as a member:

I want to build on my experience on the Finance and Audit Committee. Property taxes are the major source of revenue for the City and the hotel tax is becoming another important source of revenue. I believe it will be extremely important for the City to include financial considerations, both pro and con, as it assesses future development projects. I believe I can add to a process to find creative compromises as the Planning Commission reviews future projects, particularly as projects evolve as a result of the downtown development plans and the interest in the east of 101 areas.

Terms

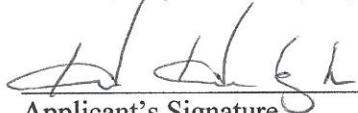
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Applicant's Signature

**Return to the City Clerk, City of Menlo Park,
701 Laurel Street, Menlo Park, CA 94025
(Phone: (650) 330-6620 or e-mail at MSRoberts@menlopark.org)**

OFFICE USE ONLY

Application Received: _____ Address Verified in City Limits: By: _____
Initials
Considered by City Council: _____ Appointed: Yes No
Considered by City Council: _____ Appointed: Yes No
Considered by City Council: _____ Appointed: Yes No
If Appointed Term ends: _____

PERSONAL INFORMATION

Name: Honor Huntington_____

Residence Address: 305 Hermosa Way, Menlo Park CA 94025_____

(Note: Residency within the City limits is required)

Telephone No: 650-321-8355_____ Number of years as a Menlo Park resident: 32_____

Occupation: Retired former CFO, RedSeal Systems, Inc.; Quixit, Inc.; Clairvoyant Software, Inc.; NetManage, Inc._____

Email address: honorh@sbcglobal.net_____

Business Address/Telephone No: N/A_____

Internet Posting

If I am appointed, the City is authorized to post the following information on the City's website:

	YES	NO
Home Address:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Home Phone:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mailing Address (if not home address):	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business Address:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business Phone:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E-mail:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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COMMISSION APPLICATION

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AUG 16 2011

City Clerk's Office
City of Menlo Park

Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: Aug 12, 2011

Commission/Committee of Interest: TRANSPORTATION - PLANNING

Name: BRAWNER, DON

Education: B.A. + 2 yrs p.g. SF STATE

Civic affiliations and community activities, including service on other commissions or committees:

Numerous city task forces, committees, AYSD, plus
Board of Zoning Adjustment (4 yrs) HOUSING Com (4 yrs)
TRANSPORTATION Com. (0 years)

Describe your understanding of the responsibilities of the commission that you are applying for and how your personal, community or professional experience relate to these responsibilities:

HAVING been in the real estate, mortgage + insurance
business, provides a "rare abundance" of insight into
the minds of the growth industry.

Describe why you want to serve on this commission and what you hope to accomplish as a member:

It is obvious to all residents, that it is becoming crowded
in San Mateo City & M.P. Our choices of what can be and
should be built in MP are NOW VERY LIMITED. Our neighbors
seem to ignore the present problems & impacts on the residents,
schools, & small business in MP.

Terms

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OFFICE USE ONLY

Application Received: <u>08/16/2011</u>	Address Verified in City Limits: <input checked="" type="checkbox"/> By: <u>MSR</u> Initials
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
If Appointed Term ends: _____	

PERSONAL INFORMATION

Name: BRAWNER, DON

Residence Address: ZOO WAVERLEY
(Note: Residency within the City limits is required)

Telephone No: 323-9829 Number of years as a Menlo Park resident: 38

Occupation: Semi-Retired

Email address: dandjbrowner@aol.com

Business Address/Telephone No: _____

Internet Posting

If I am appointed, the City is authorized to post the following information on the City's website:

	YES	NO
Home Address:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Home Phone:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mailing Address (if not home address):	<input type="checkbox"/>	<input type="checkbox"/>
Business Address:	<input type="checkbox"/>	<input type="checkbox"/>
Business Phone:	<input type="checkbox"/>	<input type="checkbox"/>
E-mail:	<input type="checkbox"/>	<input type="checkbox"/>